

Digital Marketing Report

Impressions

How many ads were served:

58,766

Clicks

Times a user clicked on an ad

1,070

Click-Through Rate

(Clicks/Impressions) x 100

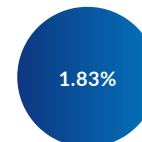
1.82%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

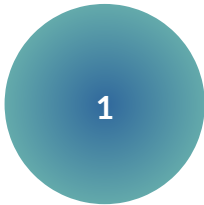
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Amtran Altoona - Public Transport/Students Premium Facebook/Instagram	58,766	1,070	1.82%	26.01

Meta Click Conversions

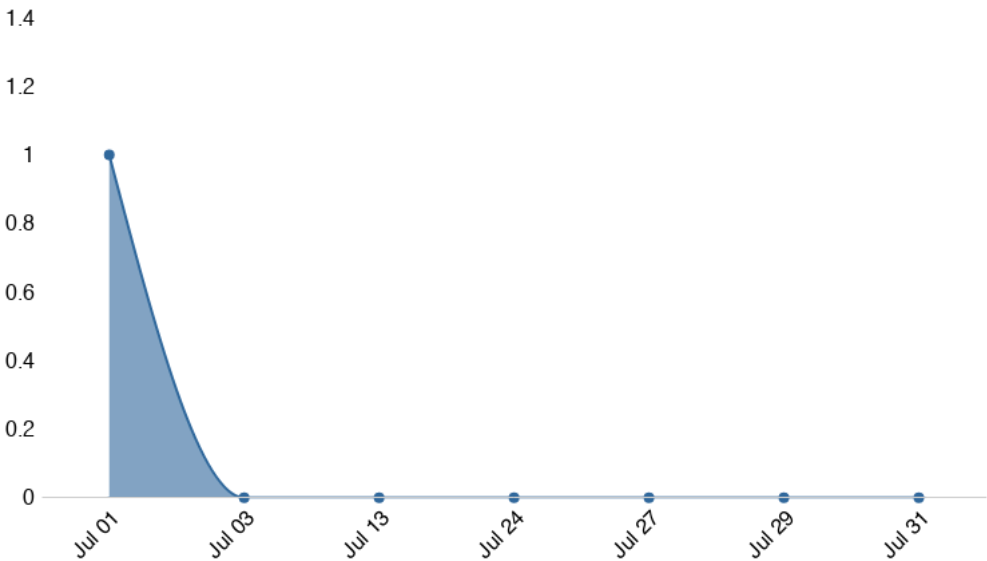


Times users clicked on an ad leading to your site and visited a page or completed an action

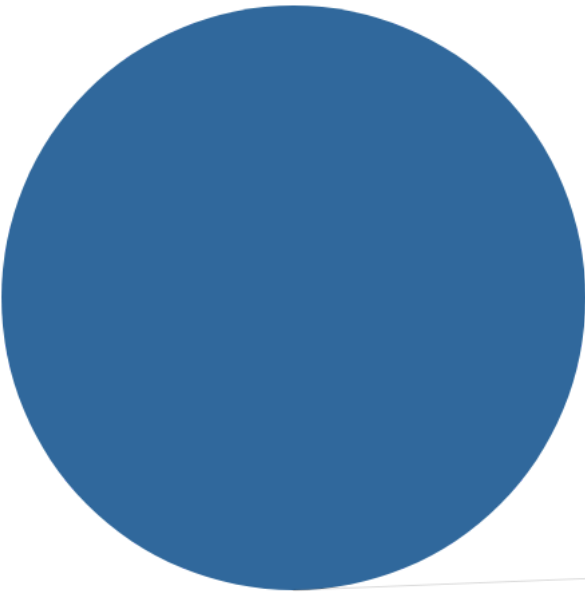
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Amtran Altoona Join Our Team Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

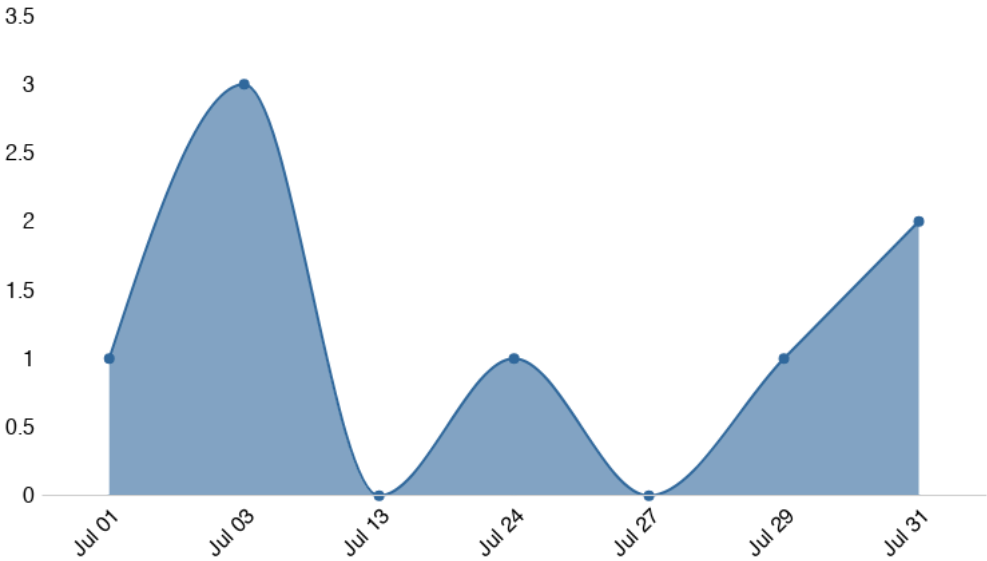


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

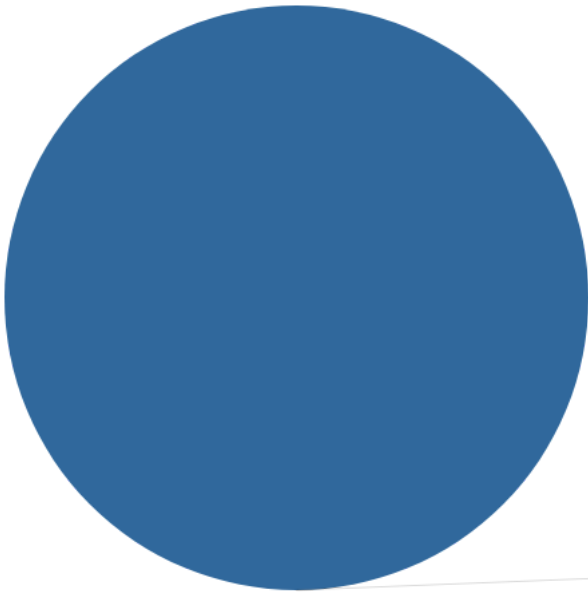
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Amtran Altoona My Stop Page View	5
Amtran Altoona Address & Phone Page View	1
Amtran Altoona Regular Routes Page View	1
Amtran Altoona Rider Alerts Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting: 100%

Meta Post Engagements

6,665

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments

6

The total number of comments your ads received

Meta Post Reactions

36

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

5

The total number of people who shared your ad, giving your campaign free impressions

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Amtran Altoona_6.24.26_Amtran 15 3 v1.mp4	58,766	1,070	1.82%	26.01

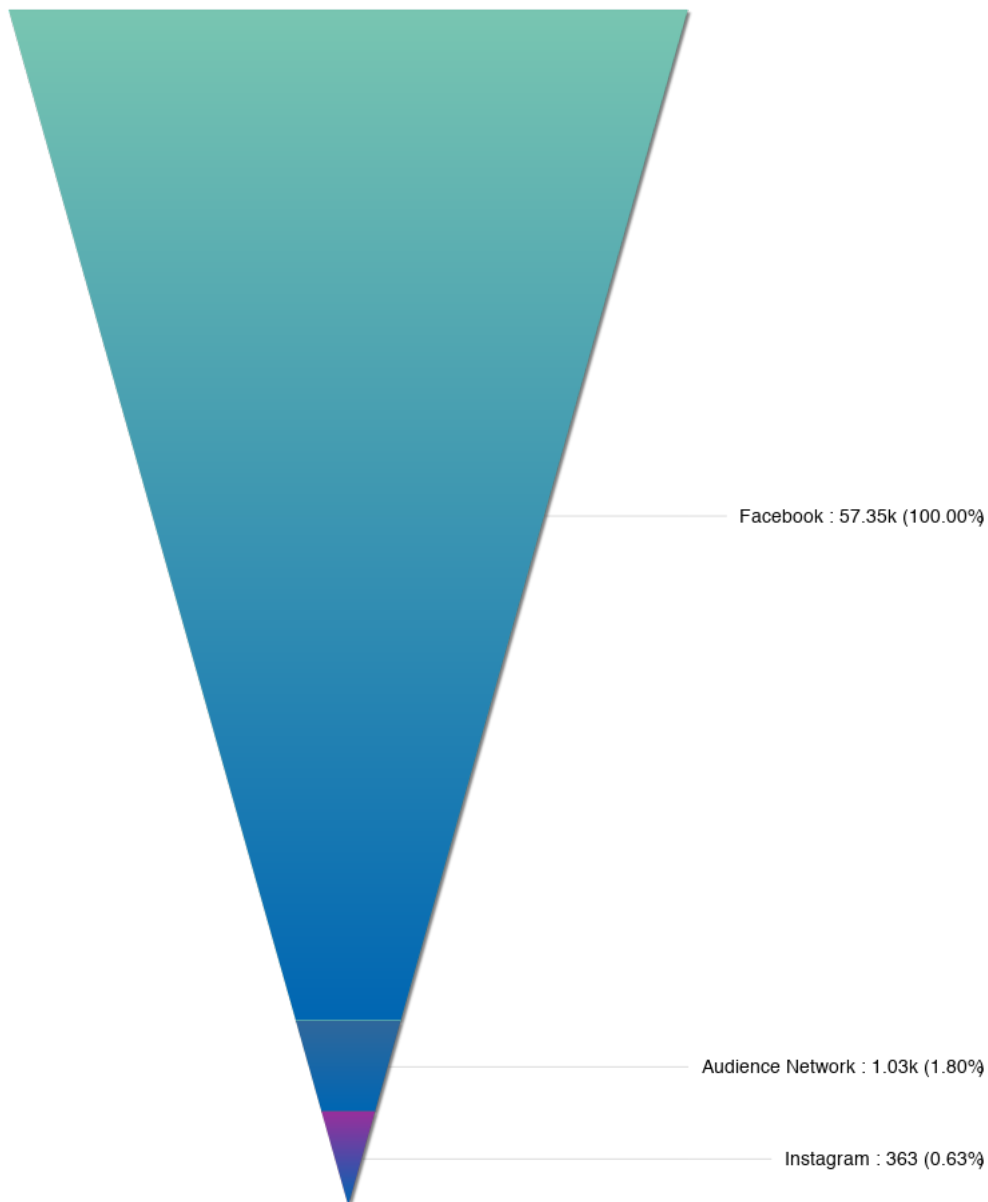
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	57,589	1,031	1.79%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	928	33	3.56%
Unknown	---	228	3	1.32%
Desktop	A personal computing device that remains stationary at one location.	21	3	14.29%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	45,334	384	0.85%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	10,798	582	5.39%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	902	12	1.33%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	720	42	5.83%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	312	31	9.94%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	182	4	2.20%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	173	4	2.31%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	141	7	4.96%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	133	2	1.50%
Facebook Stories	Your ads appear in people's Stories on Facebook.	44	1	2.27%

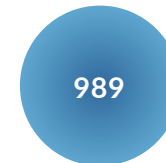
Social Placement Performance by Impressions



Facebook News Feed Performance



Impressions



Clicks

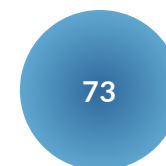


CTR

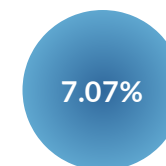
Audience Network Performance



Impressions



Clicks



CTR

Instagram Performance



Impressions



Clicks



CTR

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.